



METROPOLITAN
TRANSPORTATION
COMMISSION

Joseph P. Bort MetroCenter
101 Eighth Street
Oakland, CA 94607-4700
TEL 510.817.5700
TDD/TTY 510.817.5769
FAX 510.817.5848
E-MAIL info@mtc.ca.gov
WEB www.mtc.ca.gov

Memorandum

TO: Operations Committee

DATE: October 2, 2009

FR: Deputy Executive Director, Operations

W.I.: 1225

RE: Contract Amendment – 511 Transit: Science Applications International Corporation (SAIC)

FY 2009-10 is the final year of a four-year base contract term with Science Applications International Corporation (SAIC) for the 511 Transit contract. The contract includes provisions for extensions of up to an additional six years in increments of MTC's choosing. Staff recommends that this Committee approve an amendment to the current contract with SAIC to add \$6,427,000 to the 511 Transit contract and to extend the period of performance for two additional years, through the end of FY 2011-12.

Based on decisions in the 2009 Regional Transportation Plan (RTP), 511 Transit funding drops more than 50% (an approximate \$1.7 million reduction per year) starting July 1, 2013. This is one year after the end of the proposed two-year extension. The project also faces the uncertainty of local STA funding starting in FY 2013-14. In the coming two years, we will be proposing options for addressing this anticipated funding reduction.

Background: 511 Transit Contract

Since 1997, MTC's 511 Transit project has delivered schedule, route, fare, and trip planning information online for over 30 Bay Area public transit agencies. SAIC (and its predecessor firms bd Systems and GIS Trans, Ltd.) has operated under contract to MTC since 1997 to develop, operate and maintain the 511 Transit system.

In July 2006, this Committee authorized a new four-year contract with bd Systems, Inc. (by then a new subsidiary of SAIC) to operate, maintain and further develop the 511 Transit system, including the website and the transit trip planning software. The contract was assigned to SAIC on July 1, 2009. This past February, this Committee authorized amending the 511 Transit contract to complete two Urban Partnership Program (UPP) funded projects: addition of real-time transit information to the web and the development and implementation of a multi-modal trip planner. The Committee also authorized extending the 511 Transit contract for the UPP-only tasks for two additional years through June 30, 2012. Attachment A includes a summary of some recent project accomplishments.

Our proposal to extend the 511 Transit contract for two years is based on the following factors:

Contractor Performance

- SAIC has done an excellent job on the 511 Transit contract to date, and has successfully and consistently met key project deadlines. The new trip planner was launched in just over a year after project initiation, within a month of the expected date. A modernized and more sophisticated 511 Transit website interface design was launched along with the trip planner.
- As further specified in the contract, SAIC has consistently met deadlines for providing transit agency service change updates to the 511 Transit website. SAIC has maintained and built upon their strong relationships with transit agencies with whom they work closely on these complex data issues. The agencies' staff are typically under time pressure to deliver service change data to 511 without significant lead time. SAIC has taken a proactive role in reaching out to and ensuring timely data transfers. This is critical for providing accurate information to the public, because transit agencies regularly update their schedules, routes, and fares.
- Performance metrics in the contract also call for growth in the 511 Transit website usage. Website use has been growing steadily since this contract began in 2006, as highlighted in the table in Attachment A.

Coordination with 511 Traffic and Alignment with UPP work

- We expect to benefit from coordination between SAIC's work on the 511 Transit contract and their new prime contractor role in the recently awarded 511 Traffic contract (the base term of the 511 Traffic contract is through FY 2013-14). The 511 Transit contract also was recently amended to include delivery of a *multi-modal* trip planner and integration of real time transit information into 511 Transit under the UPP, to be completed by the end of FY 2011-12. This proposed extension will synchronize the dates for all elements of the 511 Transit contract.

As noted above if this two-year extension is approved, the original procurement and contract provides for additional contract extensions, through FY 2015-16. However, since we do not currently expect long-term funding for this project to continue at present levels, staff intends to explore June 2012 budget reductions before recommending any further extensions.

Recommendation

Staff recommends that this Committee authorize the Executive Director or his designee to negotiate and enter into a contract amendment with SAIC in an amount not to exceed \$6,427,000 to operate, maintain and further develop the 511 Transit system.

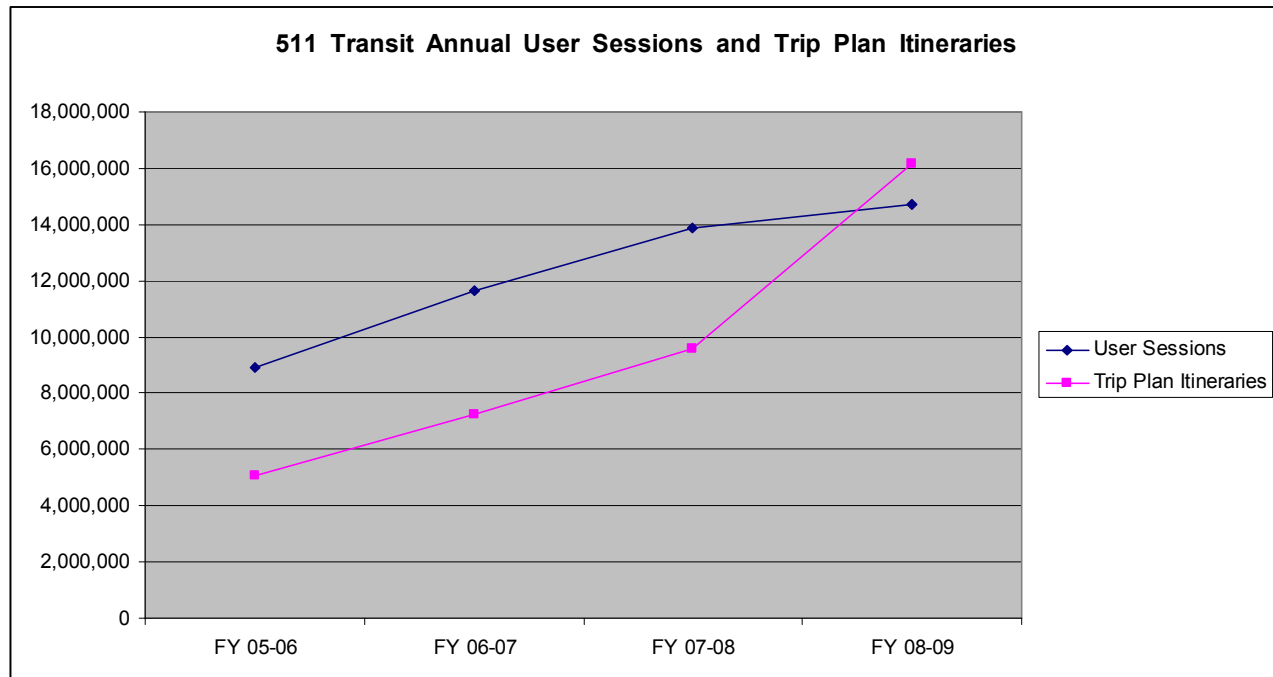
Andrew Fremier

AF:evw

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ATTACHMENT A

Summary of Recent 511 Transit Project Accomplishments



The 511 Transit website remains a very popular service. In addition to being named the Intelligent Transportation System (ITS) America's "Best of ITS New Innovative Product or Service" in 2008, the 511 Transit website was recently cited by *Government Computer News* as one of 10 great government websites nationwide for 2009.

In an effort to further increase use of and access to the project's regional transit data, 511 Transit staff, with technical assistance from SAIC, have worked on the following initiatives:

1. *511 Transit Initiatives with the Private Sector.*

Static Transit Feed. We currently provide a data feed of schedule, fare and route data to 18 private and non-profit sector consultants/application developers. Of these 18, five expressed intent to provide the data on publicly available websites. The other thirteen are using the data for research and other purposes. Only one has launched a public application to date using the data, reporting that they had a few hundred users over a several-month period last year (we are working to obtain updated usage information).

Transit Feed for Google's Trip Planner. In late 2007, Google transitioned its transit trip planner from a beta site into Google Maps. Google has expanded the number of agencies for which it provides transit trip planning to include five Bay Area agencies who directly supply Google their data. In March 2009, MTC signed an agreement with Google to provide data from other Bay Area transit agencies. We then tasked SAIC with the development of a data feed in the Google Transit Format Specification (GTFS). SAIC recently completed the test GTFS feed for two agencies. SAIC and Google continue coordination efforts related to this test feed and GTFS data quality control efforts, before Google is ready to launch these transit agencies.

To date, we feel confident that private sector trip planner applications have not seriously impacted usage of the 511 Transit website and the trip planner. 511 Transit continues to

experience usage growth, as shown in the table above. Through the annual 511 Program assessment, we will revisit these issues on a regular basis.

2. *Transit Trip Planner “Widget” (Clean Interface).* This summer, we implemented a pilot transit trip planner “widget” (a trip planner entry form that can be embedded onto other organizations’ websites). Four organizations, the San Francisco Opera (see screenshot below), Hacienda Business Park, the Bay Area Open Space Council, and an internal website at the City of Oakland have implemented the widget entry form and coding into their websites. The San Francisco Main Public Library, the San Francisco Visitors and Convention Bureau, and Alameda County are working to explore incorporating the tool into their websites. Outreach to other major venues/employers and transit agencies to incorporate the widget is underway.

SF Opera’s Website with 511 Transit Widget

SAN FRANCISCO OPERA

LOG IN ■
SHOPPING CART ■
PRESS ROOM ■
CONTACT US ■
HOME ■

PURCHASE CALENDAR LOOK, LISTEN & LEARN SUPPORT THE OPERA ABOUT US

PARKING AND DIRECTIONS

Address:
San Francisco Opera
301 Van Ness Avenue
San Francisco, CA 94102
(415) 861-4008

Transit Trip Planner

Start City

End War Memorial Opera House, 301 Van Ness Ave. San Francisco CA

When Leave at : AM Date

Preferences Fastest Trip Adult Fare Max Walking between points

Additional Options [Reset Form](#) [Plan Trip](#)

Powered by 511

Driving Directions
Follow the appropriate directions from your location to the War Memorial Opera House.

From the East Bay:
Take the BAY BRIDGE I-80 WEST towards SAN FRANCISCO.
Take the 9TH STREET/CIVIC CENTER exit on the right.
Keep RIGHT at the fork on the ramp.
Turn LEFT onto HARRISON ST.
Turn RIGHT onto 9TH ST.
Turn SLIGHT LEFT onto HAYES ST.
Turn RIGHT onto VAN NESS AVE.
Follow one block to the Opera House.

From the South Bay:

SAN FRANCISCO OPERA

Buy Single Tickets
Group Sales
Gift Certificates
Rush Tickets
Contact Us
General Ticket Information
Attending the Opera
Directions and Parking
Local Hotels
Local Restaurants
Accessibility
Seating Details
OperaVision
Performance Etiquette
2008-09 Opera Reviews
Standing Room Only

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After assessing the initial experiences from these businesses, we will post a “click-wrap” version of the agreement (i.e., an onscreen license agreement that customers can accept by clicking a button) on 511.org this fiscal year. This will allow other interested businesses and individuals to get an easily downloadable version of the code to allow embedding of the clean interface widget onto their own websites.

3. *511 Mobile.* In response to customer feedback, as well as input from Commissioners during recent 511 overview sessions, MTC intends to provide four of 511’s most popular website features (two for transit and two for traffic) on mobile devices. The work will be completed this fall. This will greatly enhance “on the go” customer access to the popular transit trip planner and route schedules features.

REQUEST FOR COMMITTEE APPROVAL
Summary of Proposed Consultant Contract Amendment

Work Item No.:	1225
Consultant:	Science Application International Corporation Oakland, CA
Work Project Title:	511 Transit contract (Regional Transit Information System)
Purpose of Project:	To operate, maintain and further develop the 511 Transit system.
Brief Scope of Work:	This project includes operation and maintenance of the 511 Transit website, trip planner and back-end systems and processes.
Project Cost Not to Exceed:	\$6,427,000 (current contract = \$15,678,828)
Funding Source:	STP, STA
Fiscal Impact:	Fiscal year budgets subject to annual budgetary approval processes.
Motion by Committee:	That the Executive Director or his designee is authorized to negotiate and enter into a two-year contract amendment with SAIC for the 511 Transit contract and the Chief Financial Officer is authorized to set aside funds for such amendment in the amount specified, subject to annual agency approval processes for such contract amendment.
Operations Committee:	<hr/> Amy Rein Worth, Chair
Approved:	Date: October 9, 2009